



**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
May 4, 2011
Tahoe City Public Utility District Board Room
PRELIMINARY MINUTES**

ATTENDANCE: Ron McIntyre, Wally Auerbach, Phil GilanFarr, Ron Parson, Deanna Gescheider, Kali Kopley, and Alex Mourelatos. Jennifer Merchant arrived at 8:53 AM and Roger Beck at arrived at 9:15 AM.

STAFF IN ATTENDANCE: Ron Treabess, Kym Fabel, Andy Chapman, and Sally Lyon

OTHERS IN ATTENDANCE: Gordon Shaw, Sue Kyler, Steve Kastan, Jan Colyer, Cindy Gustafson, Randy Hill, and Deb Ducey

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:42 AM by Chairman Ron McIntyre and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

Ron McIntyre asked that "Report from the Search Firm" be added to Executive Session.

M/S/C (GilanFarr/Parson) (6-0-0) to amend the agenda to add "Report from the Search Firm" to Executive Session.

2. Approval of Agenda

M/S/C (Parson/Auerbach) (6-0-0) to approve today's agenda as amended.

C. PUBLIC FORUM

Jan Colyer, Executive Director of the Truckee North Tahoe Transportation Management Association (TNT/TMA) reported she is working with the American Cancer Society to develop a local "Road to Recovery Volunteer Driver Program" that will be coordinated by Sue Kyler.

D. REPORTS & ACTION ITEMS

3. Presentation and Action to Accept the North Lake Tahoe Express Performance Review, Including Direction to Staff to Proceed with Review Recommendations

Ron Treabess introduced Gordon Shaw of LSC Transportation Consultants, the firm contracted to conduct an independent review of the North Lake Tahoe Express. Gordon Shaw presented the results of the review, including a prioritized list of recommendations and next steps. Included in the assessment were ridership numbers per route, finances, comment cards from passengers, and interviews with meeting and conference planners. Over 5,600 trips operate per year, which is only 38% of possible runs, given that the shuttle does not run when there are no passengers for a particular time or route. The authority to run the interstate service is provided by the Tahoe Transportation District (TTD). TTD contracts Airport Mini Bus for transportation and to provide dispatch services and with TNT TMA for marketing and day-to-day management. The study showed that winter ridership is much higher than summer, driven mostly by the Hyatt Lake Tahoe and Squaw Valley. In the summer, most passengers are guests of the Hyatt or Granlibakken. Visitor ridership is much higher than Tahoe residents using the shuttle and most book on-line. According to comment cards, approximately 98% of users are happy with the service. In interviews with property managers and conference planners, LSC found overall satisfaction with the service. The

main negative comment was that there were not more departure times. Approximately 2% of the passengers would have selected a destination other than North Lake Tahoe, were it not for the airport shuttle service, which translates into approximately \$238,000 in revenue to the area. That amount is about twice the subsidy contributed to operate the service, which is expected to be approximately \$118,000 this year. NLTRA will contribute approximately \$85,000 of this year's subsidy, accounting for 60% of the required subsidy and 10% of total costs.

Gordon Shaw presented a graph comparing the subsidy to passenger revenues over the past five year. He stated there is potential to eliminate the subsidy for operating costs, but not for administrative costs.

Per direction from the Joint Infrastructure/Transportation Committee, Gordon Shaw presented prioritized "Recommended Next Steps," which include development of an RFP for the contractor, revisions to the billing procedures, and reviewing the service to better match flights. Other recommendations include increasing involvement from the lodging facilities, better signage, enhancing the Express' presence at the Reno Airport, and regular training for the drivers and dispatchers.

Wally Auerbach, Chair of the Joint Infrastructure/Transportation Committee, said the Committee recommends accepting the report as a basis for future decision making. He asked if the priorities can be revised so that some of the issues are addressed sooner. Gordon Shaw explained how the list was developed. Discussion followed as Board members asked clarifying questions regarding the recommendations made by LSC, subsidy of the program, and strategies for moving forward. Ron Parson voiced concern with some of the recommendations submitted and said that he believes the billing process, coordinating with Reno dispatch, and the current schedule are barriers to increasing bookings.

ACTION: Staff was directed to develop a Request for Proposals (RFP) for the contractor and have Gordon Shaw review it to make sure it is consistent with the LSC report.

M/S/C (Auerbach/GilanFarr) (8-1 no vote from Parson -0) to accept the North Lake Tahoe Express Performance Review with the following changes: 1) Direction to Staff to prepare an outline for the RFP and work with LSC, TTD, and TNT TMA. The RFP will be submitted for NLTRA Board review and approval. 2) Recommendations in the report are to be submitted to NLTRA Committees and TNT TMA as appropriate for review and possible action by the NLTRA Board.

4. Presentation and Action to Approve Draft Infrastructure/Transportation 2011/12 Project Budget

Ron Treabess presented the draft budget, which was provided in the Board Packet. He explained that transportation projects are funded in full, but infrastructure projects are only funded when complete proposals are approved by this Board. The total budget request is approximately \$8 million. There is an additional \$1.4 million in undesignated funds that can be used if all proposed infrastructure projects were to be approved. Discussion followed as specific line items were clarified. It was noted that Tahoe Area Regional Transit (TART) baseline services will remain the same. Funding to increase TART winter headways to 30 minutes is not included, nor is summer nighttime service on the West Shore. Ron Treabess believes the ridership for that night service is there and asked the Board to consider adding approximately \$29,000 to this budget to provide for that, with the caveat that the Joint Infrastructure/Transportation Committee vets the proposal. Wally Auerbach reported the Joint Committee recommends approving this draft budget. Jennifer Merchant asked for more detail showing how the proposed projects link with NLTRA stated goals and what components are completed within the fiscal year. Discussion continued regarding possible cuts in funding as a result of the California state budget and other funding partners.

ACTION: The Joint Infrastructure/Transportation Committee was directed to review the goals of the proposed projects to make sure they are consistent with NLTRA goals and show how they will be implemented this year. Further, to flush out more detail on what components of infrastructure projects will be completed within this fiscal year.

M/S/C (GilanFarr/Parson) (8-0-0) to approve the proposed draft Infrastructure/Transportation 2011/12 Project Budget, but modified to include \$29,000 for West Shore nighttime transit service, if recommended by the Joint Infrastructure/Transportation Committee.

5. Interim Executive Director Report

Ron Treabess reported the Transient Occupancy Tax (TOT) Steering Committee is moving forward with language for the voter survey, which will lead to developing ballot language to renew the local tax. Cindy Gustafson, a member of the Committee also addressed the Board, distributing a report on the issues for consideration. Lengthy discussion followed regarding recommendations for the voter survey, the possible impacts to lodging facilities if the tax rate is increased, particularly given the current economic climate, and the need to identify alternative sources of revenue. Jennifer Merchant explained that the final ballot language is developed by Placer County Counsel and approved by the Board of Supervisors. Timing of the ballot measure was considered. The Board discussed the charge of the Committee and the consultant hired. Roger Beck and Ron Parson felt strongly that the consultant was hired to define the work that needed to be done in order to renew the 2% tax, not “test the waters” for other options, such as increasing the amount. Discussion continued. Ron McIntyre emphasized that this is a status report on the proposed voter survey in order to get feedback from the Board. Jennifer Merchant suggested the Chair of the Committee provide the NLTRA Board with monthly reports on this issue.

Ron Parson noted a letter sent by Robert Weygandt, Chair of the Placer County Board of Supervisors to Senator Yee, author of SB105, which mandates the use of helmets for skiers and snowboarders under the age of 18. The letter had to do with who would enforce the bill, should it become law. Ron Parson was disappointed that the NLTRA Board, nor any local ski areas, were asked for input before the letter was sent, given the importance of the issue to this community. He felt the letter was in direct opposition to the ski industry’s position on the bill and Placer County is home to a big share of that industry. Jennifer Merchant read Supervisors Weygandt’s letter aloud and will email it to the Board members.

ACTION: Staff will investigate the County’s intent in sending the letter and communicate with the ski areas to gauge the level of enforcement they may be willing to provide. An update will be presented to the Board.

Ron Treabess continued to present his report.

6. Marketing Report

- **Conference Revenue Statistics – April 2011**
- **Conference Analysis Schedule**

Andy Chapman presented the Conference Revenue Statistics, comparing FY 2009/10 with 2010/11, including group business booked and arrived for the quarter ending March 2011. He explained strategies for increasing group business and will present a Marketing Committee recommendation to this Board in June. In response to a question from Roger Beck, Andy Chapman explained how Jason’s activity is monitored.

- **Amgen Tour of California Update**

Andy Chapman thanked the NLTRA Board for their direction and support in getting the Amgen Tour to Tahoe. He distributed the official Guide and reviewed the distribution of the piece. The 10-Day Countdown to the Tour begins May 5. All permits from all agencies are in place, including from TRPA,

whose comments about the event and local promoters was very favorable. Andy Chapman told of the invitations this Board will be receiving.

Ron Treabess reported he contacted California Tahoe Conservancy (CTC) regarding cleaning up spectator areas for the race and CTC was contracting other to get the work done. Discussion followed regarding additional maintenance on roads and bike paths in anticipation of the May 15 race. Andy Chapman reported that as of the end of March, May occupancy rates are 100% higher than last year, although it is expected that many lodging reservations will be made closer to race dates. He said that there is already discussion of the race coming back to Tahoe in 2012. Andy Chapman is hoping that the race may eventually start in Southern California, go north through the state, and end in Tahoe. He will send the Board the timeframe for race day.

- **Conference Equity Update**

Andy Chapman reported on a meeting with local conference planners to discuss this issue. The result was that everyone considered the program to be equitable, but agreed it needs to be monitored. Information was submitted to Placer County.

7. Board/Staff Follow-up on Previous Action Items

There were no comments or questions.

E. CONSENT CALENDAR – MOTIONS

M/S/C (GilanFarr/Gescheider) (8-0-0) to approve the Consent Calendar as presented.

The following was approved in the Consent Calendar:

8. Board Meeting Minutes – April 6, 2011
9. Finance Committee Minutes – April 5, 2011
10. Financial Statements – March 2011
11. Lodging Committee Minutes – March 31, 2011
12. Joint Infrastructure/Transportation Committee Minutes – April 25, 2011
13. Marketing Committee Minutes – April 26, 2011
14. Infrastructure/Transportation Activity Report – April 2011

At 11:45 AM, the Board of the North Lake Tahoe Resort Association adjourned and convened as the North Lake Tahoe Chamber of Commerce Board.

F. CHAMBER OF COMMERCE REPORTS

15. Presentation, Discussion and Possible Action to Approve Final Draft of the 2011/12 Chamber of Commerce Business Plan

Kym Fabel presented the Business Plan, which the Committee has reviewed and recommends approving. Measureable goals have been added. Jennifer Merchant asked about waiting to approve it until the new Executive Director begins. Alex Mourelatos said the Committee did consider that, but determined changes can be made as necessary.

M/S/C (GilanFarr/Parson) (8-1 no vote from Merchant-0) to approve the final draft of the 2011/12 Chamber of Commerce Business Plan.

16. Chamber Activities and Events

Kym Fabel reviewed the upcoming Chamber events and Educational Seminars. Alex Mourelatos suggested the Chamber take action on the Unruh Act in response to the ADA claims being made locally.

Kym Fabel added to Andy Chapman's Amgen report, saying the TRPA commented on how well run and professional this event has been so far and that they support it 100%.

G. CHAMBER OF COMMERCE CONSENT CALENDAR**M/S/C (Beck/Auerbach) (8-0-0) to approve the Consent Calendar as presented.**

The following was approved in the Consent Calendar:

17. Chamber of Commerce Committee Minutes – April 20, 2011
18. March Chamber of Commerce Implementation Report - Revised
19. Approve Chamber Advisory Committee Recommendation for Community Marketing Grant Funding

At 11:58 AM, the Board of the North Lake Tahoe Chamber of Commerce adjourned and convened as the Board of the North Lake Tahoe Resort Association.**H. DIRECTORS' COMMENTS**

Phil GilanFarr asked the status of the wayfinding signage. He said he used this program as an example of how difficult it can be to get projects completed, although the County is creating an environment to make the process easier. He asked about a change in policy so that fees do not have to be paid in advance. Ron Treabess reported he has information from Stacy Wydra of Placer County regarding application fees for the signage. Wally Auerbach and Phil GilanFarr will make a presentation on this item at a future meeting.

Kali Kopley asked that this Board consider having representation at the Reno Airport for the shuttle and to promote North Lake Tahoe.

Wally Auerbach noted that because of the special clean up for the Amgen Tour, everything looks really great. This is how North Tahoe should look every spring.

I. MEETING REVIEW AND STAFF DIRECTION

There were no questions or comments.

J. CLOSED SESSION**Closed Session was convened at 12:07 PM to consider:**

20. Personnel Matters
 - Interim Executive Director

K. RECONVENE TO OPEN SESSION**21. Closed session report****Open Session was reconvened at 12:55 PM and the following action was reported: Direction was given to the Executive Committee to meet with the Interim Executive Director.****L. ADJOURNMENT**

The meeting adjourned at 1:00 PM.

Submitted by Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS